

2611 #8  
0380



CASE NO. MET1.0002

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Examiner: Not yet assigned  
BENTOLILA, et al. ) Group Art Unit: 2611  
Serial No.: 10/043,698 )  
Filed: January 9, 2002 ) October 21, 2002  
For: SYSTEM AND METHOD FOR ) Los Angeles, CA 90067  
BEHAVIORAL MODEL CLUSTERING IN )  
TELEVISION USAGE, TARGETED )  
CLUSTERING, AND PREFERENCE )  
ADVERTISING VIA MODEL )  
PROGRAMMING BASED ON )  
BEHAVIORAL MODEL CLUSTERS )

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OCT 28 2002

Technology Center 2800

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

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OCT 29 2002

Dear Sir:

OFFICE OF PETITIONS

In an attempt to fully comply with the duty of disclosure as set forth in 37 C.F.R. Section 1.56, and in conformance with 37 C.F.R. Sections 1.97-1.99, Applicants wish to bring to the attention of the United States Patent Office the following reference(s). The information listed herein below may not qualify as prior art, and should not be considered prior art merely from Applicants' citation herein. 37 C.F.R. 1.96(h). This statement is filed before the mailing date of a first action on the merits. Therefore no fee is necessary at this time.

Please charge any additional fees or credit any over-payment to our Deposit Account No. 19-1995. A duplicate copy of this letter is enclosed for that purpose.

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U.S. Patent(s)

Patent No. 6,002,393 by Hite, et al.; Filed: August 22, 1995; Issued: December 14, 1999; Title: SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS TO CONSUMERS USING DIRECT COMMANDS

Patent No. 5,848,396 by Gerace; Filed: April 26, 1996; Issued: December 8, 1998; Title: METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL PROFILE OF A COMPUTER USER

Patent No. 5,774,170 by Hite, et al.; Filed: December 13, 1997; Issued June 30, 1998; Title: SYSTEM AND METHODS FOR DELIVERING TARGETED ADVERTISEMENTS TO CONSUMERS

Patent No. 5,717,923 by Dedrick; Filed: November 3, 1994; Issued: February 10, 1998; Title: METHOD AND APPARATUS FOR DYNAMICALLY CUSTOMIZING ELECTRONIC INFORMATION TO INDIVIDUAL END USERS

Patent No. 5,664,046 by Abecassis; Filed: April 10, 1995; Issued: September 2, 1997; Title: AUTOCONFIGURABLE VIDEO SYSTEM

Patent No. 5,636,346 by Saxe; Filed: May 9, 1994; Issued: June 3, 1997; Title: METHOD AND SYSTEM FOR SELECTIVELY TARGETING ADVERTISEMENTS AND PROGRAMMING

Patent No. 5,565,909 by Thibadeau et al.; Filed: February 3, 1994; Issued: October 15, 1996; Title: METHOD OF IDENTIFYING SET-TOP RECEIVERS

Patent No. 5,559,549 by Hendricks et al.; Filed: December 2, 1993; Issued: September 24, 1996; Title: TELEVISION PROGRAM DELIVERY SYSTEM

Patent No. 5,446,919 by Wilkins; Filed: October 9, 1991; Issued: August 29, 1995; Title: COMMUNICATION SYSTEM AND METHOD WITH DEMOGRAPHICALLY OR PSYCHOGRAPHICALLY DEFINED AUDIENCES

Copies of these documents are attached herewith, and are listed on the PTO

Form 1449.

BEST AVAILABLE COPY

If the Examiner believes a telephone interview will help further the prosecution of this case, Applicants respectfully request that the undersigned attorney be contacted at the listed telephone number.

Respectfully submitted,

SHERMAN & SHERMAN

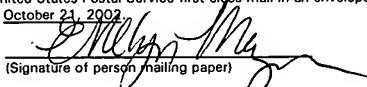
Kenneth L. Sherman  
Registration No. 33,783  
2029 Century Park East, 17<sup>th</sup> Floor  
Los Angeles, California 90067  
Telephone: (310) 789-3200

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231 on October 21, 2002.

Evelyn Menjivar

(Type or print name of person mailing paper)  
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(Signature of person mailing paper)



INFORMATION DISCLOSURE CITATION

PTO-1449

Atty. Docket No.	Serial No.
MET1.0002	10/043,698
Applicant	
Bentolila, et al.	
Filing Date	Group
January 9, 2002	2611

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U.S. PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Name	Class	Subclass	Filing Date if Appropriate
—	AA	6,002,393 ⚡	12/14/1999	Hite	H04N	7/10	8/22/1995
—	AB	5,848,396 ⚡	12/8/1998	Gerace	G06F	19/00	4/26/1996
—	AC	5,774,170 ⚡	6/30/1998	Hite	H04N	7/10	12/13/1994
—	AD	5,717,923 ⚡	2/10/1998	Dedrick	G06F	17/30	11/3/1994
—	AE	5,664,046 ⚡	9/2/1997	Abecassis	H04N	5/781	4/10/1995
—	AF	5,636,346 ⚡	6/3/1997	Saxe	H04N	7/10	5/9/1994
—	AG	5,565,909 ⚡	10/15/1996	Thibadeau	H04N	7/16	2/3/1994
—	AH	5,559,549 ⚡	9/24/1996	Hendricks	H04N	7/16	12/2/1993
—	AI	5,446,919 ⚡	8/29/1995	Wilkins	H04H	1/02	10/9/1991

FOREIGN PATENT DOCUMENTS

Examiner Initial		Document No.	Date (day-mo-yr)	Country	Translation
					Yes/No/Partial

OTHER DOCUMENTS

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Examiner	Date Considered
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